

Digital view: Life on the Danish Internet, October 26-  
November 1, 2009

# Smart-phones leading the way

The case of iPhone and dedicated mobil-sites in Denmark



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“Digital view: Life on the Danish Internet, October 26-November 1, 2009” is written by Jon Lund.

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## INTRODUCTION

Digital view: Life on the Danish Internet provides a weekly overview of the evolution of traffic on Danish websites, as measured for nearly 300 of the largest Danish websites member of the Interactive Bureau of Denmark (Foreningen af Danske Interaktive Medier, FDIM).

Data stems from an ongoing research carried out by Gemius for FDIM, measuring all page-views, visits and users of the sites taking part of the survey and their demographic profiles. Data is partly published on [fdim.dk](http://fdim.dk).

Data is collected through a peer-reviewed, automatic, structured and rule-based methodology and is generally of very high quality.

## iPhone leading the way

Since the introduction of the Apple iPhone, the device has been surrounded with lots of rumors and guess work. This study presents hard facts on the actual use of iPhones for surfing the web. Also data for the use of dedicated mobile sites are presented.

Both sets of data stems from the ongoing survey carried out by Gemius for Foreningen af Danske Interaktive Medier. The data falls i two separate parts:

The data on the use of iPhones are derived from the regular survey of the nearly 300 leading Danish web-sites participating in the Gemius/FDIM measurement. Every month data are collected on among other things the screen resolution of the devices used for accessing the sites. The data builds on registering a total of between 2.9 billion page-views (February 2008) and 2.2 billion page-views (August 2009).

From this all findings of page-views viewed by a 320 pixels by 396 pixels are singled out, since this exact screen resolution resembles that of the iPhone/iPod Touch.

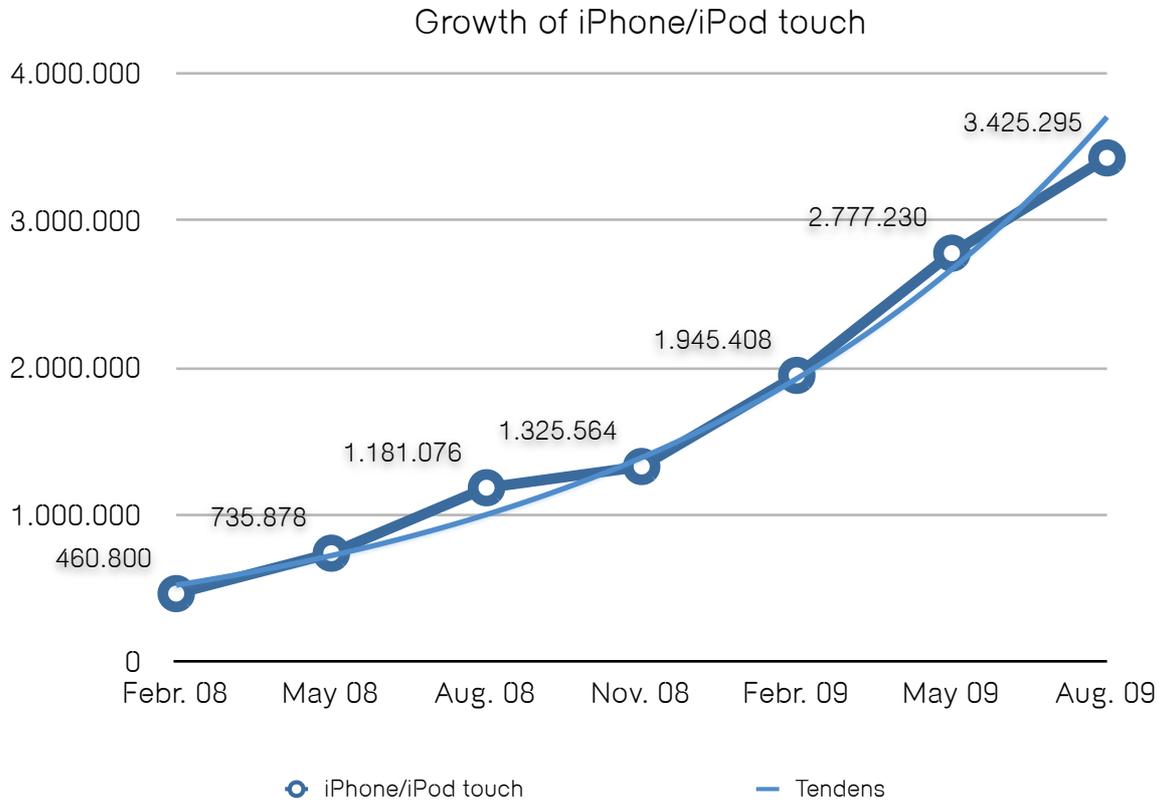
As for the use of the dedicated mobile sites the source is the special Mobile List measurement of FDIM, carried out also by Gemius. This list represents traffic on sites optimized for mobile usage.

For both analysis' the chosen metric for the comparisons is the number of page-views - not eg. visits or users.

## Case-study: iPhone usage in Denmark

When looking into the data you immediately see a clear pattern emerging. The usage of iPhones has been growing drastically ever since the device first showed up in the stats.

Actually the curve drawn up shows exponential growth, with a square-r of 0,9829, for the period investigated.



Monthly page-views conducted by devices with a screen resolution of 320 by 396 (iphones and ipod touches), all websites, from August 2007 to August 2009. Source: FDIM/gemiusAudience.

With a total of 3.425.295 page-views in August 2009, iPhone/iPod touches stands for 0,156 percent of all page-views on regular Danish websites. Although at first sight a small number it translates into a statement that more than 6.000 Danes should on average completely have substituted the use of computers with their iPhone/iPod touch when surfing the “normal” internet. Taken into account that most internet-usage from iPhones is via special iPhone-applications or dedicated mobile websites, not measured here, the finding is impressive.

The development is expected to continue for yet some time (albeit growth rates might turn from exponential to steep linear) as the generational shift to touch-screen smartphones manifests itself fully during the next 3-5 years from now, and the new smartphone-users picks up on the mobile surfing patterns. While the iPhone have headed the touch-screen smart-phone race up until now, iPhone will face increasing competition from other devices, forcing iPhone to share the growing market.

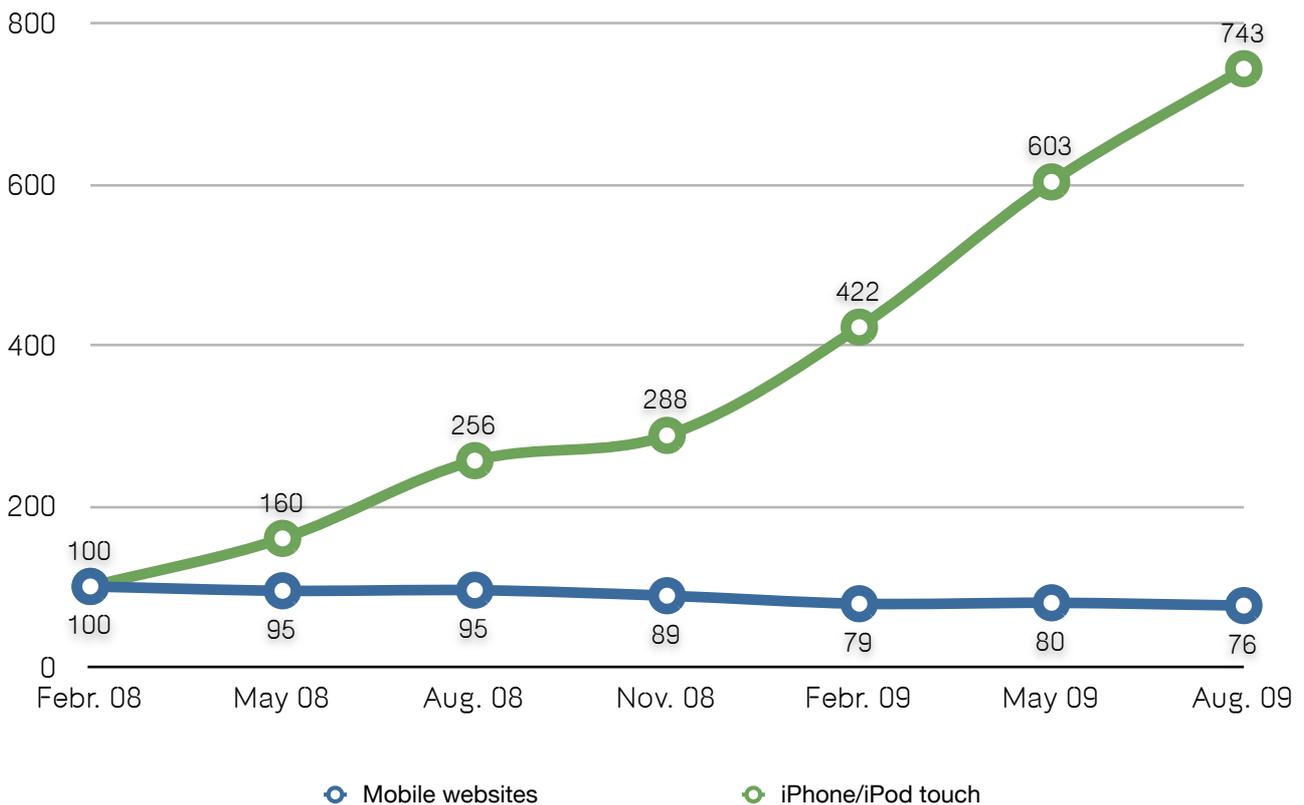
## Usage of dedicated mobile web-sites

The rapid growth of the use of iPhones are contrasted by the significantly lesser growth-rates of dedicated mobile web-sites.

The below graph shows the evolution of iPhone-traffic and the evolution of mobile web-site traffic against each other. Both are indexed in order to make the graphical comparison, August 2008 being set at index = 100.

The web-site traffic is constituted of all page-views at all 19 different sites measured throughout the whole period.

Growth of mobile websites vs growth of iPhone/iPod touch



Index of monthly page-views conducted by devices with a screen resolution of 320 by 396 (iphones and ipod touches), all websites vs. Monthly page-views on selected 19 mobile websites, from August 2008 to August 2009. Index 100=February 2008. Source: FDIM/gemiusAudience, Publisherlist and Mobilelist

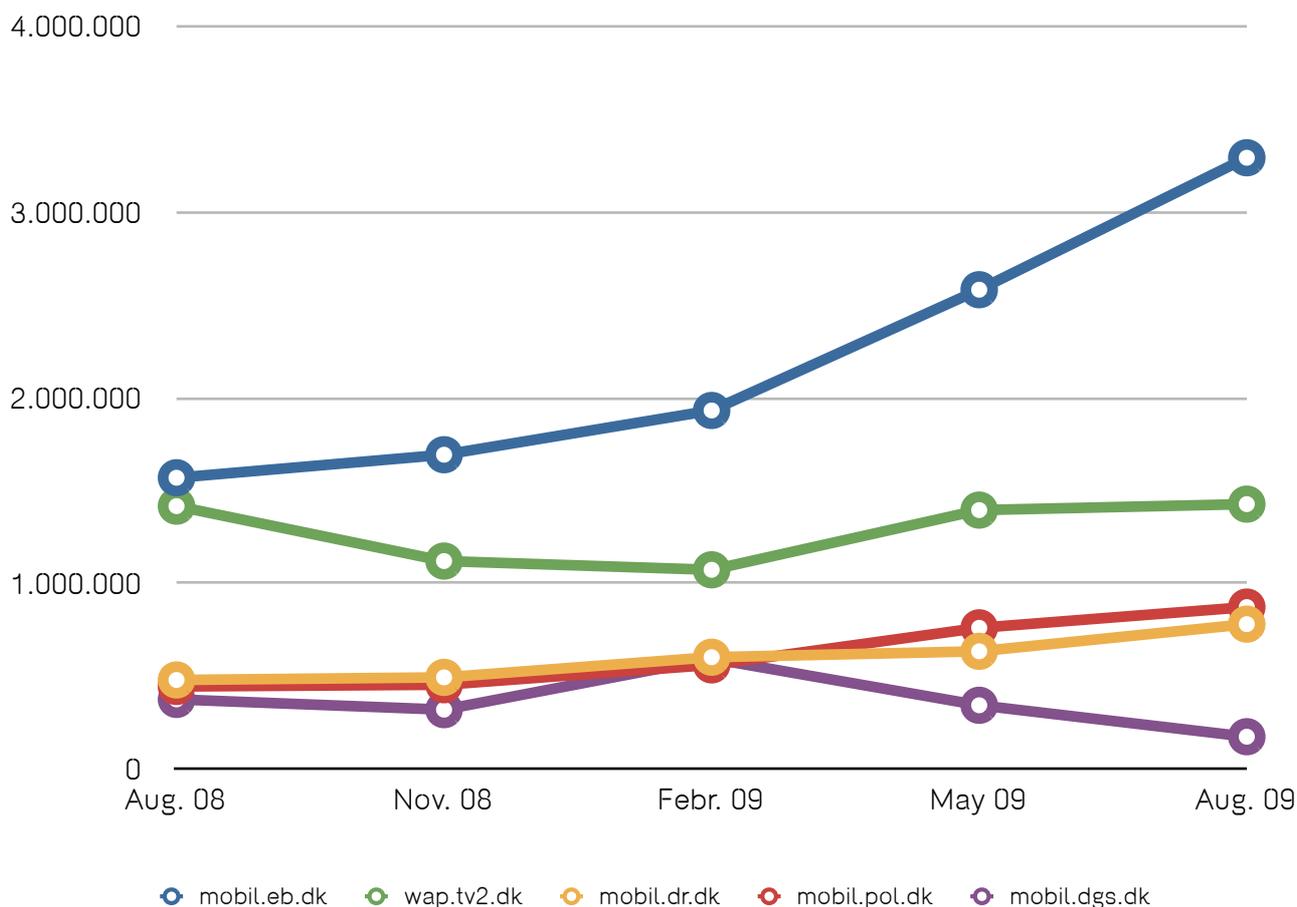
While iPhone-usage grows, traffic on dedicated mobile websites actually falls. Without over-interpreting the results, the huge difference in growth-rates does seem to imply, that the mobile web-sites have not benefitted from the huge growth in iPhone-usage.



The mobile websites of Ekstra Bladet (iPhone-edition) and DR.

Looking into the details of the mobile web-sites reveals large variations between the different mobile web-sites. The below table and figure displays the evolution of the top 5 mobile websites for the past year.

Top 5 mobile websites, August 08-09



Web-site	Aug. 08	Nov. 08	Febr. 09	May 09	Aug. 09
mobil.eb.dk	1.567.647	1.691.742	1.930.206	2.580.987	3.292.148
wap.tv2.dk	1.414.628	1.118.738	1.071.602	1.393.317	1.425.447
mobil.dr.dk	477.942	491.834	600.549	632.300	778.724
mobil.pol.dk	442.761	452.257	559.187	758.868	870.684
mobil.dgs.dk	373.188	318.007	592.798	341.456	172.123

Monthly page-views, top 5 mobile websites (as per August 08), from August 2007 to August 2009. Source: FDIIM/gemiusAudience Mobil-listen.

While Ekstra Bladet is growing nicely, TV2 is apparently not evolving at all, Politiken and DR are growing whereas De Gule Sider (dgs) has been suffering losses for the past half year.

Lots of factors explain these curves. The mobile websites of Ekstra Bladet and Politiken for example both are optimized for display at iPhones whereas De Gule Sider (a yellow-pages service) has it's own dedicated iPhone-app, not being measured here, probably helping explaining the decrease in mobil.dgs.dk traffic.

Even the best-performing of the mobile web-sites in question, Ekstra Bladet, does no-where match the average iphone-growth. Ekstra Bladet grew 50,1 percent from August 08 to August 09. In the same period the iPhone-usage on regular websites grew 290 percent.

It therefore seems safe to conclude, that the dedicated mobile web-sites does not catch the largest growing mobile segment, the iPhone users, and that iPhone-users to a significant extend seems to find the existing regular websites "good enough" for iPhone-surfing.

## Further research

iPhone usage has attracted the attention of other researchers, who find that the iPhone, while only accounting for a small percentage of actually sold handsets, represents the largest volume of surfing. Especially Admob - the worlds largest mobile advertising marketplace - has in it's monthly reports produced data evidencing this.

I August 2008 Admob ([metrics.admob.com](http://metrics.admob.com)) found iPhones and iPod touches to represent 1,0 percent of all UK mobile traffic. One year later, in August 09, this share had grown to 52,0 percent. In a world-wide perspective Admob finds a growth from 1,3 percent of all mobile traffic to 26,7 percent.

## DATA AND METHODOLOGY

“Digital view: Life on the Danish Internet” provides a weekly overview of the evolution of traffic on Danish websites, as measured for nearly 300 of the largest Danish websites member of the Interactive Bureau of Denmark (Foreningen af Danske Interaktive Medier, FDIM).

The Data stems from an ongoing research carried out by Gemius for FDIM, measuring all pageviews of the sites taking part of the survey, and published on <http://fdim.dk/?pageid=123>

The querying and processing of data, identification of key parameters for selected sites showing significant trends is done by Jon Lund based on a profound experience in traffic-analysis and an in-depth knowledge of the Danish internet-landscape.

Data is collected through a peer-reviewed, automatic, structured and rule-based methodology and is generally of very high quality.

Apart from the preliminary figures for number of visits, FDIM publishes an official statistic, carried out by Gemius, based on monthly reporting. This statistic, which is not been drawn upon in this particular analysis, includes information on the socio-demographic makeup of audiences of individual websites, and information on websites not being member of FDIM, like Google.com, facebook.com, wikipedia etc. The official statistics are available on [www.fdim.dk](http://www.fdim.dk) and through a special analytics application.



## ABOUT JON LUND

Jon Lund is advising, speaking and analyzing the impact of new media and new technology on business and society. Jon Lund views openness and transparency as factors contributing to the growth of business, the welfare of societies and the well-being of individuals. Open up, give away data, figures, facts and opinions, invite customers, business-partners and society in general to engage with you, in the long term will leave you better off.

From 2004 to 2009 Jon Lund was general manager of IAB Denmark (Foreningen af Danske Interaktive Medier, FDIM) and headed as such the official measurement of activity and ad spend on the internet.

Jon Lund is member of the board of IAB Europe and has held honorary positions as member of the Danish Ministry of Cultures advertising forum, member of the board of directors of the forum of the Danish Media, member of ICC Denmark's marketing committee. He holds a masters degree in Political Science and has worked with internet since starting his own agency in 1995.